Capstone Project Report - II

Dear Student,

Hope you are doing well at your end and enriching your learning through corporate orientation and hands on practical experience. You are required to prepare a project report on the basis of your learning from OJTin order to fulfill the credit requirements of MBA-S&M programme. The guidelines and format for preparing 'Capstone Project Report–II' are as follows:

Guidelines for Capstone Project Report - II:

The report should be **STRICTLY IN THE FORMAT** prescribed below. **PLAGIARISM** will not be accepted at any cost. Write in your own words even if you are retrieving the information from internet/online sources (Mention the sources in References section). While preparing the report, please consider the following guidelines:

- Total length of the report should be between **30-35 Pages** and it should be **spiral bound.**
- It has to be computer typed, **Times New Roman**, **Font size 12** for **main text** in body, **Times New Roman**, **Font size 14** (**Bold**)**for headings**, **1.5** line **spacing**.
- Left margin = 1.5" (wider for binding), Top, right & bottom margins = 1"
- Project report should contain page numbers (1, 2, 3....) starting from Introduction chapter. Preliminary pages should be numbered: i., ii., iii, iv, v, vi etc. Page number should be placed at bottom, center of the page.
- It should be supported by numbered visuals / charts / pie charts wherever possible.

 (Avoid overuse of images from internet especially in company Introduction)

Format of the Capstone Project Report - II:

- 1.Cover page (Title of the project)
- 2. Certificate from University Supervisor
- 3. Declaration
- 4. Acknowledgement
- 5. Executive Summary
- 6. Table of Contents (Include List of Figures and List of Tables as well)

I. Introduction to the Company: (5-6 Pages)

- Organizational Structure of the Parent Company & Group Company/Brand
- Details of top executives (MD/CEO/GM etc.)
- Business Model
- Turnover
- Competitive Analysis
- Product Portfolio Analysis
- CSR Initiatives

II. Introduction to particular Store/Division where internship/job is undergoing (3-4 Pages)

- Catchment Area Analysis
- Store Hierarchy
- Target/Goal Setting, Appraisal & Incentive Policy
- Training & Development
- Team Management
- Promotional Activities organized at store/division level.

III. Job Profile (2-3 Pages)

- Position held
- Job description
- Key responsibilities
- Individual Achievements/awards (From July 2019-Dec. 2019)

IV. Details of the Specific Projects/Assignments assigned by the company (1-2 Pages)

• Any specific project/Assignment assigned by the firm other than your job responsibility (From July 2019-Dec. 2019)

V. Key Leanings from on the Job experience (8-10 pages)

- Learning regarding Planning & Decision Making
- Market Research & New Product Development
- Consumer Behavior & Branding
- Learning regarding Marketing & Promotions (ATL & BTL Activities)
- Learning regarding Visual Merchandising
- Learning regarding Inventory Management
- Learning regarding Customer feedback & Grievance Handling
- Learning from any critical incident faced during job

VI. Conclusion (1-2 Pages)

VII. Recommendations to the Company (1-2 Pages)

References and Bibliography (should include the web references, names and detail of the books, magazines, brochures or any other kind of publication which you have referred for your presentation)

Title Page (Sample)

Capstone Project Report - II

On

Hamleys



Submitted to

CHITKARA COLLEGE OF SALES AND MARKETING

in partial fulfillment of the requirements for the award of degree of

Master of Business Administration

Submitted by: Supervised by:

ABC XYZ (Supervisor)

Roll No. 10023 (Designation here)



CHITKARA COLLEGE OF SALES AND MARKETING CHITKARA UNIVERSITY 2019

Certificate by Supervisor (Sample)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that the pr	oject titled"	" carried out by
Mr./Ms	_ (student name), S/o or D/o	_ (Father's Name) has
been accomplished under my	guidance & supervisionas a duly registeredMB	Astudent of Chitkara
University. This project is being s	submitted by him/her in the partial fulfillment of the	requirements for the
award of the Master of Business	Administration from Chitkara University.	
His/Har dissertation represents	his/her original work and is worthy of consideration	n for the award of the
nis/ner dissertation represents	mis/filer original work and is worthy or consideration	Tior the award of the
degree of Master of Business Ad	Iministration.	
ABC		
(University Supervisor)		

DECLARATION (Sample)

l, "	
work done originally by me an	nd has not been published or submitted elsewhere. Any literature, data o
work done by others and cite	ed in the report has been given due acknowledgement and listed in the
reference section.	
(Student's Name & Signature)	
(Roll No.)	
Date:	

Format for Reference Writing (Must be alphabetical)

(i) Books (or reports)

Information about a book should, if possible, be taken from the title pageand the back of the title page. It is usually laid out like this:

Kotler, P. (2006) Marketing Management, 12th Ed. New Delhi: Pearson Publishers Ltd., pp. 1-23.



Publication Publication

(ii) Electronic Books

Electronic Books should be treated very similarly to print ones. You need to include the address of the website at which you viewed the work and the date on which you viewed it.

e.g.Roshan, P. & Leary, J. (2003) Financial Analysis. Sebastopol, CA: Cisco Press

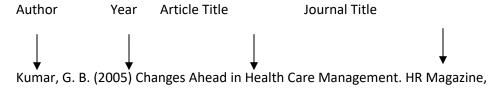
[available at: http://proquest.safaribooksonline.com/1587050773viewed on 11/03/2008]

(iii) Journal Articles

Publications that are published regularly with the same title and often avolume and/or part number are usually known as serials. These couldinclude publications published annually, quarterly (4 times per year), bimonthly (every 2 months), monthly, weekly or daily.

Popular serials e.g. Business World, are usually called magazines but moreacademic publications are often known as journals.

The reference from journal should be laid out like this:



Vol 50, No 13, pp. 60-61.



(iv) Web Sites

You should include the address of the web page and also include the date on which you viewed the page.e.g.Barger, J. (2000) A biography of Leopold Paula Bloom

http://www.robotwisdom.com/jaj/ulysses/bloom.html [Retrieved on 11/07/2011].